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"Consumer Time"

1946
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Cap 2

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SATURDAYS

11:15 A.M. EST

10:15 A.M. CST

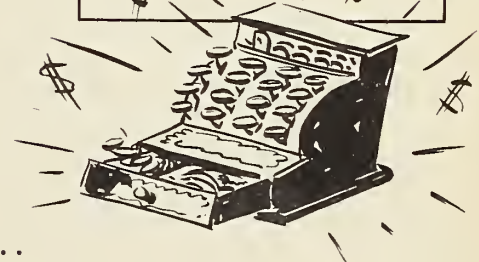
9:15 A.M. MST

8:15 A.M. PST

MEN WHO HAVE GONE BEFORE

June 21, 1947

1. **JOHN:** The fight against garden insects
...past and present...today on
2. **SOUND:** CASH REGISTER RINGS...MONEY IN TILL
3. **JOHN:** CONSUMER TIME!
4. **SOUND:** CASH REGISTER...CLOSE DRAWER
5. **ANNCR:** During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
6. **FREYMAN:** Ladybird, ladybird.. fly away home. Your house in on fire... and your children will burn.
7. **JOHN:** This is the story of the ladybird...that pretty little black and red beetle of the nursery rhyme. This is also the story of how a scientist sent all the way to Australia for the ladybird...and how this little insect became the sweetheart of a great State.. the toast of California! (BREATH PAUSE)
It's the year 1888. A man sits at a desk in Washington, D. C., re-reading a very important letter.



8. RILEY: (VERY SLIGHT ENGLISH ACCENT -- READING) "The situation becomes more serious hourly. If we cannot control this insect known as the cottony cushion scale, the orange and lemon groves of California are threatened with extinction. Is there nothing that can be done?" Ah.. that is the question, my friend. Is there nothing that can be done! The sunny oranges and lemons of California...or the miserable insect. We must find a way to destroy the one...and save the other!
9. JOHN: That man poring over a troubled letter from California in the year 1888 was Professor Charles Valentine Riley ..an Englishman who had come to the United States when he was seventeen years old. A man with no university training...but a genius for observing and studying insects. At the time of our story... Professor Riley was serving as the first entomologist of the Federal Government. .and he had tossed into his lap one of the toughest insect problems of any entomologist...(FADE) before or since his time.
10. RILEY: (MUSING) In New Zealand they have the same problem...scale attacking the citrus trees. But we know this insect is found in Australia too...without any great injury to the trees What's the answer? How can we save the citrus trees of California? What's the answer? What's the answer? (FADE) What's the answer? What's the answer?
11. JOHN: Professor Riley pondered and thought...and pondered some more. Until one day.. in a voice spilling over with excitement... he called to one of his assistants.



12. RILEY: Albert! Albert! I think I've got the answer! Listen. In California and New Zealand, the scale insect is practically destroying the citrus trees. But in Australia...the same insect seems to be harmless. The answer must be that there is some natural enemy of this insect that holds it in check. Probably another insect. Albert, we must find that second insect. We'll make arrangements for you to sail to Australia...at once!
13. JOHN: So Albert Koebele (Kee-ble) sailed for Australia. And on November 30, 1888, a package of 28 ladybirds arrived in California. The ladybird...the little beetle that ate its enemy the scale insect in a most unladylike way. But California liked the ladybird's manners...because a few months later, the scale insect was thoroughly checked. And one year later, it practically disappeared...and the California citrus crop was saved.
14. FREYMAN: Well...what if that scale insect should start acting up again?
15. JOHN: No danger of that. Any outbreak is speedily controlled. Yes .. California is very hospitable. They're mighty glad that the Australian ladybird is one that didn't "fly away home".
16. FREYMAN: Well, Johnny...it sounds like Professor Riley was an ingenious man.
17. JOHN: Yes, Mrs. Freyman.. using one insect to control another insect interfering with man's crops wasn't a new idea. It was talked about for many years.
18. FREYMAN: But it took Professor Riley to do something about it.
19. JOHN: Right. You might say he sounded the keynote for insect warfare ...and lit the lighthouse in the history of controlling insects.



20. FREYMAN: Now I don't want to get personal...but I think I could use some of those Australian ladybirds in my own garden.
21. JOHN: Don't tell me you've seen scale insects.
22. FREYMAN: I don't know what they are. I just don't want to be treating a bunch of insects to a daily banquet.
23. JOHN: I don't blame you. It happens in the best of gardens. But I think the experts today are recommending insecticides to protect your garden plants...rather than the Australian ladybird...or any other bug to wage battle.
24. FREYMAN: Oh dear...insecticides...something else I have to worry about in my garden.
25. JOHN: They're not such a big problem. (TENTATIVE CUT STARTS HERE)
But insecticides are important No matter how much care you put into cultivating and fertilizing the soil...no matter how carefully you plant...you may be defeating yourself by letting insects or plant disease take over.
26. FREYMAN: I'm feeling worse every minute. My poor garden.
27. JOHN: No need to feel that bad.
28. FREYMAN: But you just said....
29. JOHN: Well, you don't give up without a fight. First of all...in a small garden...you can be master of your garden's fate without even using insecticides sometimes
30. FREYMAN: Black magic?
31. JOHN: No...just by picking off the larger beetles.. caterpillars... and the plant bugs by hand.
32. FREYMAN: By...hand?....asked she, squeamishly.
33. JOHN: By gloved hand.
34. FREYMAN: That's better. (TENTATIVE CUT ENDS HERE)

35. JOHN: Have you ever seen some plants covered with an inverted glass jar?
36. FREYMAN: Yes...yes I have. A neighbor down the street...a real old fussbudget. I really think that's going too far.
37. JOHN: (LAUGHING) No ma'am. That's real smart. A glass jar can protect small seedlings from insects...except those living in the soil of course. Or some gardeners protect their seedlings with a light paper or muslin hood.
38. FREYMAN: Well, that I've never seen. How do you keep ^a /hood on a little plant?
39. JOHN: Easy. ..by wire or wooden hoops. You seal them to the ground by covering the edge of the hood with soil. The hoods are usually about eight inches in diameter.
40. FREYMAN: But how about when the plants get too big for the hoods...or jars?
41. JOHN: Then it's time for either spraying or dusting with a good insecticide. You use a spray or dust manufactured especially for that job. In a small garden like yours, Mrs. Freyman, you need about a quart to a quart and a half of liquid spray for every fifty feet of medium size plants.
42. FREYMAN: A quart to a quart and a half of liquid spray...I'll remember that. How about dusts?
43. JOHN: Mmmm ..about one to one and a half ounces of dust mixture for the same space.
44. FREYMAN: Same figure...but it's quarts for the liquid and ounces for the dust.
45. JOHN: Right.
46. FREYMAN: Johnny...is DDT as effective in the garden as it is against insects in the house?

47. JOHN: Well...we really should consult the experts at the Bureau of Entomology and Plant Quarantine on that one. They have all the answers on the latest research on controlling insects. You might call them spiritual desendants of Professor Riley... the first entomologist of the U. S. Department of Agriculture. Suppose we visit one of those fellows right now. (FADE) And then we can ask him.
48. JOHN: One of the questions we hope you can answer, sir, is about DDT in the garden.
49. FREYMAN: I've found it's wonderful against household insects.. will it do the same job out in the backyard?
50. MAN: Yes, DDT will satisfactorily control various types of garden pests...but not all. Don't count on it for controlling Mexican bean beetles or ants.
51. JOHN: But otherwise it's pretty good, huh? Well, do you use DDT in powder form in the garden?
52. MAN: That's right. Dusting powder and wettable powders are safest for using on plants. The gardener who's interested in using DDT will find these powders suitable.
53. FREYMAN: DDT doesn't hurt any of the plants, does it?
54. MAN: Pumpkins, ~~sq~~ squash and the like do seem to be susceptible to DDT. Those are the only ones we know of yet.
55. JOHN: Say...what's the supply situation with insecticides in general for garden use this year?
56. MAN: Well...they're all in good supply. .except nicotine.
57. FREYMAN: Nicotine...whatever do you use that for in the garden?
58. JOHN: I know the answer to that one, Mrs. Freyman...it's to control aphids.
59. MAN: Right you are, Johnny.



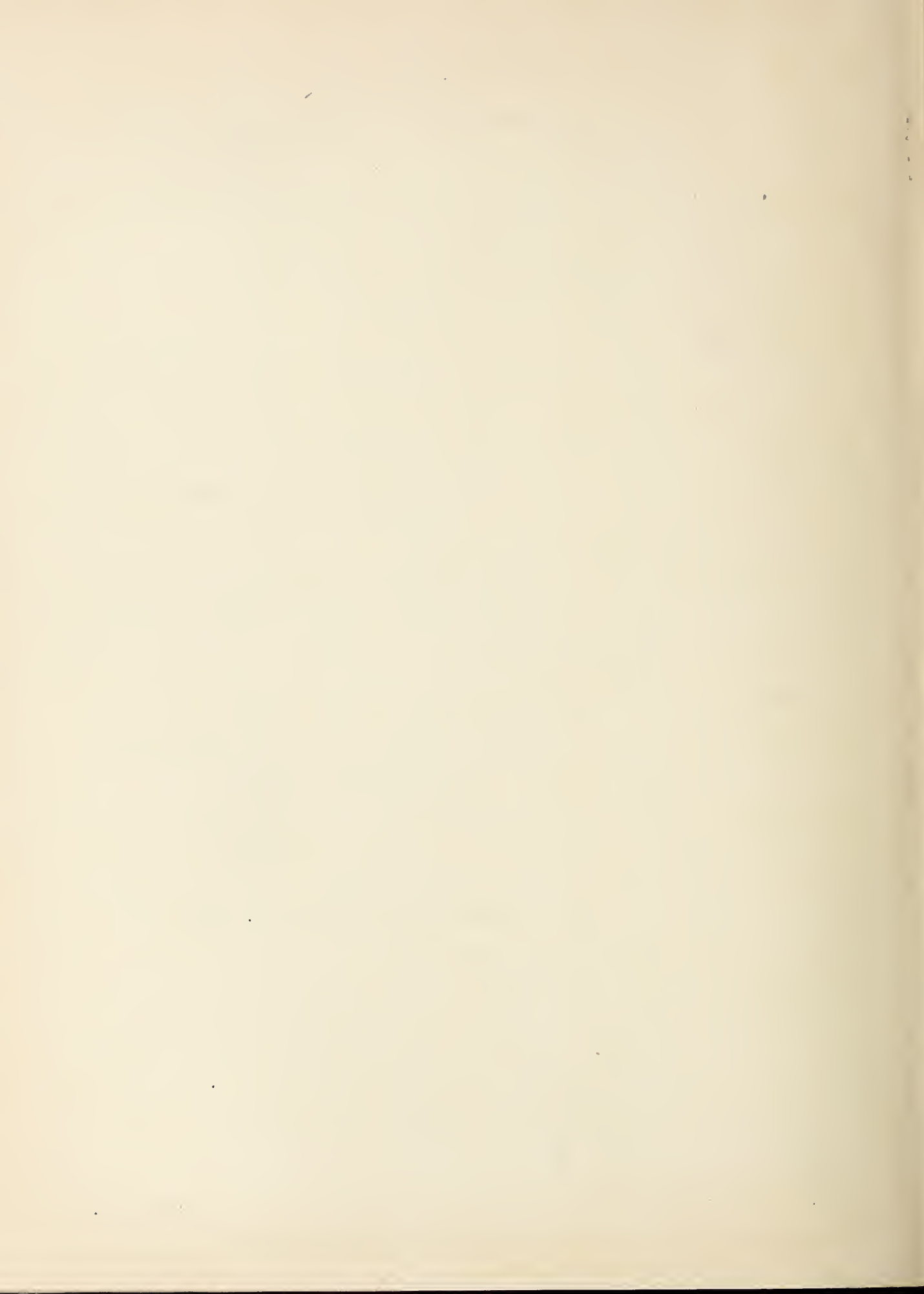
60. FREYMAN: Well...maybe you can answer this one too, Johnny. What kind of spraying and dusting equipment is best for a small garden like mine?
61. JOHN: Now that...I think we'd better refer to our entomologist friend.
62. MAN: I think the compressed-air sprayer is the most satisfactory for the small garden...but there aren't too many new ones because of the shortage of metal. It's usually made of galvanized steel and holds from one to five gallons.
63. FREYMAN: Is there anything special to remember when you use a compressed-air sprayer?
64. MAN: Yes...you should remember to give the tank a couple of shakes while you're spraying...to make sure the materials are well mixed.
65. JOHN: Now...what's your recommendation for dusting equipment in a small garden?
66. MAN: The dust gun...that's the plunger type of duster. It's the one most commonly manufactured for applying insecticides to small areas. .holds about one to three pounds.
67. FREYMAN: Well...can you buy those now? I should think they'd be made of metal too.
68. MAN: You can buy them now. Usually they're equipped with a tube and a nozzle attachment so that you can get the dust on the underneath side of the leaves too.
69. FREYMAN: There's one more thing that bothers me Do I have to use different kinds of insecticides on different bugs...and if so how do I know which on which?
70. MAN: I think you'd better have a copy of this booklet, Mrs. Freyman. It will straighten you out on that score.



71. FREYMAN: Why thank you. (READS) "A Vegetable Gardener's Handbook on Insects and Disease".
72. JOHN: Open it up, Mrs. Freyman. I'd like to look at one of those myself.
73. SOUND: PAGES TURNING
74. FREYMAN: All right, Johnny Here's the table of contents.
75. JOHN: And there's just what you want..."insects and plant diseases" .. their description...the damage they do...and how to remedy it."
76. FREYMAN: Mmmm hmmm. Page 24..."general methods of insect and disease control" and "How to prepare insecticides for garden-pest control".
77. MAN: I think you'll find the enlarged drawings of the different insects helpful, too, Mrs. Freyman...like this one here.
78. FREYMAN: Wonderful...then I can tell just who the villians are in my garden.
79. JOHN: And what to do about them. Say, Mrs. Freyman ..I bet a lot of our CONSUMER TIME friends would like this booklet.
80. FREYMAN: Mmmm hmmm. Indeed they would Can we offer them free to our listeners?
81. MAN: Go right ahead. That's what they're printed for. .to help gardeners who are having trouble with insects or plant disease.
82. JOHN: Okay...we'll tell our CONSUMER TIME friends how to get a copy at the end of the program.
83. FREYMAN: This booklet will be very helpful. (TENTATIVE CUT STARTS HERE)
But what if a gardener comes across some insect or plant damage he can't identify?
84. JOHN: Don't you people at the Bureau of Entomology and Plant Quarantine have some kind of an insect identification service?



85. MAN: That's right. We can identify insect specimens without any charge. The Experiment Station Entomologist in every State offers the same service.
86. JOHN: Just pack them up...and if they mail them to you the address is Bureau of Entomology and Plant Quarantine, U S. Department of Agriculture, Washington,²⁵/D. C. Right?
87. MAN: That's the right address. But I'd like to say a little more about the packaging. In the first place, it's against postal regulations to send live insects through the mail.
88. JOHN: Okay...only dead bugs can be mailed.
89. MAN: Yes...but unless the bugs arrive in good condition...we can't be successful detectives
90. FREYMAN: How do you suggest they be sent then?
91. MAN: Just put the bug in a little rubbing alcohol. That will preserve him.
92. JOHN: And of course wrap the bottle very carefully.
93. MAN: Right. The idea is to get them to us in a good condition and as natural looking as possible.
94. FREYMAN: Well, I think it's wonderful to have this detective service... as you called it. But I think this booklet is going to take care of me. (TENTATIVE CUT ENDS HERE). Thanks a lot for it and the other information.
95. MAN: You're quite welcome.
96. JOHN: I'd like to add my thanks. Thanks to you...and to all the other entomologists from Professor Riley back in 1888 down through the years to today. America owes you a vote of thanks for your work.
97. FREYMAN: The insects in my garden may not thank you...but I do. And now, Johnny, how about telling our listeners how to get one of these booklets.



98. JOHN: All right. Friends...for your free copy of "A Vegetable Gardener's Handbook on Insects and Disease" just drop a post card with your name and address to CONSUMER TIME ...Washington, 25, D. C....and we'll see that you get one. The address again is CONSUMER TIME, Washington 25, D. C.
- Now what's on CONSUMER TIME next week, Mrs. Freyman?
99. FREYMAN: We're going to talk about research in the movies...the U. S. Department of Agriculture's Motion Picture Service...to be exact. (TENTATIVE CUT STARTS HERE)
100. JOHN: Have they got any movies that will interest consumers?
101. FREYMAN: Absolutely. And next week we'll see which ones they are... and hear a little about how they are made.
102. JOHN: How about telling our listeners how they can borrow these moving pictures?
103. FREYMAN: We'll do that too. (CUT TO HERE)
104. JOHN: Fine. We've got a date for some movies next week on
105. SOUND: CASH REGISTER
106. ANNCR: CONSUMER TIME!"
107. SOUND: CASH REGISTER, CLOSE DRAWER
108. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. And now CONSUMER TIME has a special guest with an important message for you. He's Vernon L. Clark, National Director of the U. S. Savings Bonds Division of the Treasury Department.
- (INTERVIEW FOLLOWS)
109. ANNCR: This is NBC the National Broadcasting Company.

